



STATE OF INDIANA

ALCOHOL AND TOBACCO COMMISSION

302 West Washington Street
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Indianapolis, IN 46204

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October 21, 2008

Dear Permittees:

It has come to my attention that some beer wholesalers are being asked to violate the product management section of the Indiana Administrative Code (905 IAC 1-5.2-15) if they wish to continue to enjoy the same shelf space and display space they have now in certain stores.

Please understand beer wholesalers are only allowed to perform the following product management functions:

- (1) Product rotation of alcoholic beverages on retail shelves or in displays and from storage areas to retail shelves and displays.
- (2) Storage area, retail shelf, and display stocking.
- (3) Display construction for freestanding, special, and nonpermanent floor displays.
- (4) Delivery and placement of product to the retailer-designated or dealer-designated storage areas.

Any request by you for a beer wholesaler to go beyond these clearly defined functions is a violation of Indiana law and will be treated as such. Any beer wholesaler performing more than these functions will also be found to have violated Indiana law.

Thank you for your understanding, and please do not hesitate to contact our office if you have any questions.

Very truly yours,

Dave Heath
Chairman